Customized Campaigns Lead to Hiring Boom at Tenable

PROBLEM

Filling positions quickly at a rapidly growing company

Tenable Network Security began as a small SaaS company whose excellent products and strategy led to hyper-fast growth. But in order to keep up with demand, the recruiting team needed to fill highly technical positions quickly — and to do that, they knew they had to find a way to make their employer brand stand out in a crowded market.

SOLUTION

Jobvite Engage & Engage Services

Tenable used Jobvite Engage, Jobvite’s candidate relationship management system, and Engage Services team to execute highly customized, creative recruitment marketing campaigns that broadcasted tailored messages to the most relevant and qualified candidates — even if they weren’t actively seeking a new job.

RESULTS

215% increase in career site views, 90% job acceptance rate, 300 new hires in one year

As a result of their multiple web and email campaigns, Tenable saw a notable increase in career site traffic, acceptance rate, number of hires, new employee referrals, and more.
A SaaS Security Company Secures Top Customers and Funding

As more and more companies invest in big data, it’s critical that their information is protected — that’s where Tenable Network Security comes in. Founded in 2002, Tenable is the leader in continuous network monitoring. The company’s masterful team members work hard to deliver products that enable customers to identify vulnerabilities, reduce risk and ensure compliance. And the hard work has paid off. Tenable now counts the world’s top companies among their customers — including many of the Fortune Global 500 — and their adoption rate continues to grow. With such rapid growth, Tenable needed to make sure that their headcount kept apace with the increasing demand for their products.

To stand out in a competitive talent market, Tenable’s recruiting team knew they had to differentiate themselves to attract the high-quality talent that they needed. Their solution? Enhancing the candidate experience with tailored campaigns. “Recruiting isn’t static — today I might be looking for salespeople or engineers, but next week I might be looking for customer support or account managers. With Jobvite Engage, campaigns are totally customizable. We can constantly put out new messaging and new information which translates to new hires,” says Sean Mitchell, Director of Talent Acquisition at Tenable.

The March Madness Begins

After consulting with his Jobvite Engage account director, one of the first campaigns Mitchell and his team decided to kick off centered on March Madness. The fact that the campaign could be linked to one of the most tweeted and talked about events of the year helped maximize visibility, while a sports-specific theme ensured that Tenable’s message would resonate with the tenacious and confident sales experts that they sought to hire. After creating a customized landing page, Mitchell and his team began to push out the link to various social media channels.

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— Sean Mitchell, Director of Talent Acquisition

With relevant hashtags and the ability to target their audience, the Tenable recruiting team zeroed in on their ideal candidates, even if they weren’t actively seeking a position at the time. The results were impressive right off the bat: within 24 hours, Tenable had close to 800 views from all over the world on their landing page. And it wasn’t just Mitchell and his team of recruiters that helped pull these folks in — Jobvite’s ability to seamlessly share open positions across social networks enabled the whole company to act as recruiters. “Jobvite has been really helpful in allowing us to get our message out to a massive number of people fairly easily. Whether it’s Facebook, LinkedIn, Twitter, or other social media platforms, we’re able to reach a multitude of different people and markets,” Mitchell says.

With the success of the March Madness campaign under their belts, Mitchell and his team began to craft more campaigns designed to fill all kinds of positions. One campaign, called the “Guardians of the Internet” in a nod to the recent Guardians of the Galaxy release, focused on bringing in engineers by highlighting the significant and impactful work that Tenable employees do. Another designed around the Rugby World Cup helped bring in talent from the UK, and Mitchell is also in the process of pushing out a campaign in Dublin, Ireland. “International markets are a bit tricky, as we’re a US-based...
company,” Mitchell says. “But using Jobvite, we’ve gotten our name out there more and it’s helped to establish us as a known entity. We can identify specific demographics and reach out to them with targeted messaging across a variety of channels to make sure we get the most relevant people visiting and applying to our careers site.”

Metrics-Backed Success
So far, Tenable’s customized Jobvite Engage campaigns have had a huge impact. Tenable increased visitors to its career site from 26,000 total views at the end of 2014 to around 82,000 in the fall of 2015. And not only are more potential candidates viewing their site — 70 percent of whom are new visitors — their targeted content has led to an increase in engagement, with more page clicks and time spent on the site than ever before.

Mitchell has also seen an increase in referral hires, with 30 percent of new hires now coming from employee recommendations. And as Tenable has grown, acceptance rates are sky high — 90 percent of candidates who receive offers accept them. By the end of the year, Mitchell expects to have hired a total of 300 new people in 2015 alone.

A Recruiting Program that Helps Drive Business Performance
After previously struggling to stand out to candidates amongst a sea of competitors, Tenable staked its claim in the recruiting landscape. “Jobvite Engage has allowed us to do a lot more than just hire candidates,” Mitchell says. “Before Jobvite, we didn’t have the luxury of name recognition that other brands had. Jobvite has helped us from a recruiting perspective and helped get our name out in the marketplace.”

With a steady pipeline of candidates and positions being filled left and right, Tenable can now continue to grow as fast as the demand for its products do. “When I first started with Tenable, an ATS alone was sufficient for our needs,” Mitchell says. “But as we grew, we needed something that could evolve as our organization did. Jobvite Engage exponentially puts us in a better position than our competitors.”

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About Tenable Network Security

Founded in 2002, Tenable Network Security provides continuous network monitoring to identify vulnerabilities, reduce risk, and ensure compliance. Clients include top Fortune Global 500 companies across industries, the U.S. Department of Defense, and governments around the globe.

About Jobvite

Jobvite is leading the next wave of recruitment innovation with Continuous Candidate Engagement™ (CCE), a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Platform infuses automation and intelligence into today’s expanded recruiting cycle to increase the speed, quality, and cost-effectiveness of talent acquisition. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Premise Health, Zappos.com, and Blizzard Entertainment. To learn more, visit www.jobvite.com or follow us @Jobvite.